

## WHAT IS CLAIMED IS:

1. An advertising server characterized by comprising:

5 a data base which registers a supplier for providing a first service and users that have contracts with the supplier;

10 an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a Web page so as to be viewed, that is, for providing a second service; and

15 an advertisement utilization unit which, in the case when a user is identified as a contractor user of the first service on the data base through the inputted user information, allows the user to view said advertisement on the Web page so as to provide the second service.

2. An advertising server characterized by comprising:

20 at least, a contractor data base that registers contractors that have subscriber contracts with the newspaper dealer;

25 an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a Web page so as to be viewed; and

an advertisement utilization unit which, in

the case when a user is identified as a contractor user on the data base through the inputted user information, allows the user to view said advertisement on the Web page.

5       3. The advertising server according to claim 1, characterized in that said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said Web page, and also  
10      converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said Web page.

15      4. The advertising server according to claim 1, characterized in that said advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

20      5. The advertising server according to claim 1, characterized in that, when a user views said advertisement on the Web page, said advertisement utilization unit gives a privilege offered by a newspaper dealer or an advertiser to the user viewing said advertisement.

25      6. The advertising server according to claim 1, characterized in that said advertisement utilization unit stores advertisement selection information specified and desired by a user, and

delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. The advertising server according to claim 5 1, characterized in that, based upon a linking request specified by a user, said advertisement utilization unit makes a link to the publicized Web page of the advertiser.

8. The advertising server according to claim 10 1, characterized in that, based upon a linking request specified by a user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on the same chain in a different area.

15 9. The advertising server according to claim 1, characterized in that said advertisement utilization unit automatically edits a Web page dedicated to a user based upon advertisement selection information specified by the user, and 20 stores the resulting data, or downloads the data to the user device.

10. The advertising server according to claim 1, characterized in that said advertisement utilization unit stores advertisement selection 25 information specified by a user, and upon receiving a visiting request from the user, automatically edits a Web page dedicated to the

user based upon said advertisement selection information thus stored, and allows to user to visit the page.

11. The advertising server according to claim  
5 1, characterized in that said advertisement  
preparation unit places local information other  
than advertisements, such as bulletin boards and  
link collections on said Web page, and said  
advertisement utilization unit publicizes local  
10 information to contractor users and non-contract  
users of said data base.

12. The advertising server according to claim  
1, characterized in that upon receipt of a visiting  
request from a non-contract user not registered  
15 in the data base, said advertisement utilization  
unit presents an application page for newspaper  
subscriber contract.

13. The advertising server according to claim  
1, characterized in that said advertisement  
utilization unit retrieves contractor users who  
need to update the contract from the data base,  
and displays the necessity of updating the  
contract at the time of visiting said Web page.

14. The advertising server according to claim  
25 1, characterized in that based upon a request for preparation of a guide map including the current position specified by a user and the destination

indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said 5 Web page, or downloads it to the user device.

15. The advertising server according to claim 1, characterized in that said advertisement utilization unit transmits an ordering request for an advertised commodity from a user to the advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. The advertising server according to claim  
1, characterized in that based upon the request  
15 from the user, said advertisement utilization unit  
prints an advertisement placed on said Web page  
on paper media, and distributes the resulting  
advertisement.

17. The advertising server according to claim  
20 1, characterized in that said advertisement utilization unit registers visiting information of the user for each advertisement visit, surveys the advertisement utilization state by retrieving said data base after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of the results of the survey, and determines and settles an

advertisement publishing fee based upon the results of the survey.

18. An advertising method using a server characterized by comprising:

5 a registering step of registering in a data base a supplier for supplying a first service and users having contracts with the supplier;

an advertisement preparation step of preparing an advertisement requested from the 10 advertiser and of placing the advertisement in a Web page to allow it to be viewed, which is a second service;

an advertisement utilization step in which, in the case when a user is identified as a 15 contractor user of said first service on the data base through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.

19. A program characterized by allowing a 20 computer functioning as a server to execute:

a registering step of registering in a data a supplier for supplying a first service and users having contracts with the supplier;

an advertisement preparation step of 25 preparing an advertisement requested from the advertiser and of placing the advertisement in a Web page so as to be viewed, which is a second

service; and

an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data base through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.

20. A program characterized by allowing a computer functioning as a server of a newspaper dealer to execute:

a registering step of registering at least contractors having subscriber contracts with a newspaper dealer in a data base;

an advertisement preparation step of preparing an advertisement requested by an advertiser and of placing it in a Web page; and an advertisement utilization step in which, in the case when a user is identified as a contractor on the data base through the inputted user information, the user is allowed to view the advertisement on said Web page.

21. A recording medium that is read by a computer and that stores a program, characterized by allowing a computer functioning as a server to execute:

a registering step of registering in a data base a supplier for supplying a first service and

users having contracts with the supplier;

an advertisement preparation step of preparing an advertisement requested from the advertiser and of placing the advertisement in a

5 Web page to allow it to be viewed, which is a second service; and

an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data

10 base through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.

22. A recording medium that is read by a computer and that stores a program, characterized by allowing a computer functioning as a server of

15 a newspaper dealer to execute:

a registering step of registering at least contractors having subscriber contracts with a newspaper dealer in a data base;

20 an advertisement preparation step of preparing an advertisement requested by an advertiser and of placing the advertisement in a Web page; and

an advertisement utilization step in which,

25 in the case when a user is identified as a contractor on the data base through the inputted user information, the user is allowed to view the

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advertisement on said Web page.

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